

MAY 20 2008

# FACSIMILE COVER SHEET

*The Law Offices of*  
**STRAUB & POKOTYLO**

788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

Telephone: 732-936-1400  
Facsimile: 732-936-1401  
Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: May 20, 2008

Number of Pages Including Cover: 40

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Petition to Withdraw the Holding of Abandonment (4 pgs.);
- 4) A true copy of the originally filed response (28 pgs.);
- 5) A true copy of a properly itemized date-stamped postcard receipt (1 pg.); and
- 6) A copy of the Interview Summary (3 pgs.)

Attorney Docket No.: Google-54 (GP-064-06-US)

Appl. No.: 10/634,501

Applicants: Darrell ANDERSON, et al.

Filed: August 5, 2003

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE  
SUPPORT**

TC/A.U.: 2164

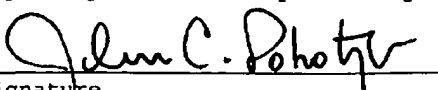
Examiner: Sana A. Al Hashemi

## CERTIFICATE OF FACSIMILE TRANSMISSION

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John C. Pokotylo

Type or print name of person signing certification

  
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Date

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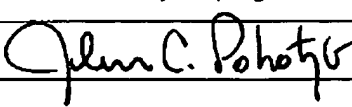
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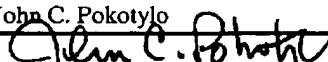
Modified PTO/SB/21 (08-00)  
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 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/634,501
	<b>Filing Date</b>	August 5, 2003
	<b>First Named Inventor</b>	Darrell ANDERSON
	<b>Group Art Unit</b>	2164
	<b>Examiner Name</b>	Sana A. Al Hashemi
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-54 (GP-064-06-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input checked="" type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> - True copy of the originally filed response - True copy of properly itemized date-stamped postcard receipt - True copy of an Interview Summary mailed on February 9, 2007
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 20, 2008

CERTIFICATE OF FACSIMILE			
I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: <span style="float: right; border: 1px solid black; padding: 2px;">May 20, 2008</span>			
Typed or printed name	John C. Pokotylo		
Signature		Date	May 20, 2008

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Modified PTO/SB/17 (01-03)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL**  
**for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ ) 0.00

## Complete if Known

Application Number	10/634,501
Filing Date	August 5, 2003
First Named Inventor	Darrell ANDERSON
Examiner Name	Sana A. Al Hashemi
Art Unit	2164
Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number  
Deposit Account Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$ ) 0.00

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		Extra Claims		Fee from below		Fee Paid	
Independent		-20** =		X			
Multiple Dependent		-3** =		X			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 50	2202 25	Claims in excess of 20
1201 210	2201 105	Independent claims in excess of 3
1203 370	2203 185	Multiple dependent claim, if not paid
1204 210	2204 105	**Reissue independent claims over original patent
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ ) 0.00

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 120	2251 60	Extension for reply within first month	
1252 460	2252 230	Extension for reply within second month	
1253 1,050	2253 525	Extension for reply within third month	
1254 1,640	2254 820	Extension for reply within fourth month	
1255 2,230	2255 1,115	Extension for reply within fifth month	
1401 510	2401 255	Notice of Appeal	
1402 510	2402 255	Filing a brief in support of an appeal	
1403 1,030	2403 515	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 510	2452 255	Petition to revive - unavoidable	
1453 1,540	2453 770	Petition to revive - unintentional	
1501 1,440	2501 720	Utility issue fee (or reissue)	
1502 820	2502 410	Design issue fee	
1503 1,130	2503 565	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)	
1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

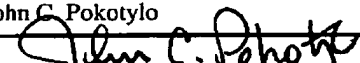
Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ ) 0.00

## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	May 20, 2008		

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Modified PTO/SB/17 (01-03)

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# FEE TRANSMITTAL for FY 2007

*Effective 09/30/2007. Patent fees are subject to annual revision.*

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$)**0.00**

**Complete if Known**

Application Number	10/634,501
Filing Date	August 5, 2003
First Named Inventor	Darrell ANDERSON
Examiner Name	Sana A. Al Hashemi
Art Unit	2164
Attorney Docket No.	Google-54 (GP-064-06-US)

**METHOD OF PAYMENT (check all that apply)**

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number: **50-1049**  
 Deposit Account Name: **Straub & Pokotylo**

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any fee(s) due in connection with the filing submitted herewith

☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

**FEE CALCULATION**

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Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
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<b>SUBTOTAL (1)</b>			<b>(\$)<b>0.00</b></b>

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Total Claims:  -20\*\* =  X  =   
 Independent Claims:  -3\*\* =  X  =   
 Multiple Dependent:  =

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
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<b>SUBTOTAL (2)</b>		<b>(\$)<b>0.00</b></b>

\*\*or number previously paid, if greater, For Reissues, see above

**FEE CALCULATION (continued)**

**3. ADDITIONAL FEES**

Large Entity Small Entity

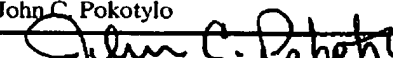
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1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\* Reduced by Basic Filing Fee Paid

**SUBTOTAL (3)** **(\$)**0.00****

**SUBMITTED BY**

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	May 20, 2008		

(Complete if applicable)

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**IN THE UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Appl. No.: **10/634,501**

Applicants: **Darrell ANDERSON, et al.**

Filed: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT**

TC/A.U.: **2164**

Examiner: **Sana A. Al Hashemi**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PETITION TO WITHDRAW THE HOLDING OF ABANDONMENT**  
**UNDER 37 C.F.R. § 1.181(a)**

Sir:

Further to the "Notice of Abandonment" mailed on May 7, 2008 (Paper No. 20080505), the applicants respectfully request reconsideration of the holding of abandonment via this petition. Enclosed are:

- (1) a true copy of the originally filed response;
- (2) a true copy of a properly itemized date-stamped postcard receipt; and
- (3) a true copy of an Interview Summary mailed on February 9, 2007.

The Notice of Abandonment states that the applicants failed to timely file a proper reply to the Office letter mailed on 10 February 2006. However, a response was in fact filed on August 10, 2006 together with a petition for a three-month extension of time (copy enclosed). Indeed, this filing is included in the private PAIRS system. Accordingly, this application should not have been abandoned.

The applicants note that on October 30, 2006, Examiner Rimell mailed a paper which indicated that the reply filed on August 10, 2006 (received on August 14, 2006) was not fully responsive because (1) no arguments were presented for the patentability of independent claim 54, and (2) amendments to claims 29 and 30 may be missing text.

During a telephone interview between the undersigned and Examiner Rimell on February 5, 2007, the undersigned explained, **to the Examiner's satisfaction**, that the response filed on August 10, 2006 (received on August 14, 2006) addressed claim 54 on page 17, and that claims 29 and 30 were clear since the phrase objected to ("the act of submitting a request submits a request...") referred back to act (b) of claim 13 which recited "submitting, by the client device, a request for at least one content-relevant ad to the content-relevant ad server." Consequently, the undersigned indicated that the paper mailed on October 30, 2006 was inappropriate. Examiner Rimell agreed, and noted that he would vacate the paper mailed on October 30, 2006 and resume prosecution. This

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agreement is reflected in the Interview Summary mailed on February 9, 2007 which states, "Examiner agreed to *vacate* notice of informality of 10/30/06. *Office action on the merits will be forthcoming.* [Emphasis added.]"

In view of the foregoing, the applicants respectfully submit that the Abandonment of this application be withdrawn.

In a telephone call from Examiner Al Hashemi on May 5, 2008, the undersigned was informed that the US Patent Office was going to abandon this application. The undersigned explained it was his recollection that the US Patent Office was to resume its handling of this application ("that the ball was in the US PTO's court"). Examiner Al Hashemi explained that she understood, but that the US Patent Office had to send a Notice of Abandonment as a matter of law since six months expired since the last communication from the US PTO (the February 9, 2007 Interview Summary).

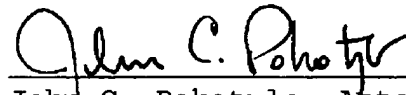
### Conclusion

In view of the foregoing, the applicants respectfully submit that the abandonment of this application was improper, request that it be withdrawn, and further request Examination of the application to be resumed by the US Patent Office responsive to the response filed on August 10, 2006 (received on August 14, 2006).

The applicants believe that no fee is due. However, in the event that a fee is due in order to have this petition considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

May 20, 2008



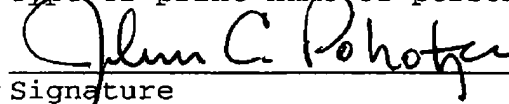
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Tel.: (732) 936-1400

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John C. Pokotylo

Type or print name of person signing certification



Signature

May 20, 2008

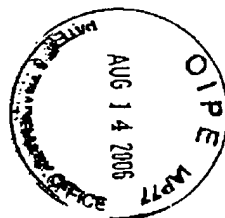
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Applicants: Darrell ANDERSON, et al  
 Attorney Docket No.: Google-54 (GP-064-06-US)  
 Serial No.: 10/634,501 Filed: August 5, 2003  
 Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)



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 10 Tinton Avenue  
 Building B, 2nd Floor  
 Falls, N.J. 07724-3260



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 Attorney Docket No.: Google-54 (GP-064-06-US)  
 Serial No.: 10/634,501 Filed: August 5, 2003  
 Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)

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Serial No.: 10/634,501 Filed: August 5, 2003  
Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)



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TINTON FALLS, NJ 07724-3260  
BUSINESS ACCOUNT

BANK OF AMERICA  
90250  
HAZLET, NEW JERSEY

4631

55-33-212

8/9/2006

PAY TO THE ORDER OF Director of US Patent & Trademark Office

\$\*\*1,020.00

One Thousand Twenty and 00/100\*\*\*\*\*

DOLLAR

Director of US Patent & Trademark Office

MEMO

Google-54 amendment

*Julian C. Pokotylo*

**STRAUB & POKOTYLO**

Director of US Patent & Trademark Office

8/9/2006

4631

Google-54 amendment, 3 mo ext of time

1,020.00

Business Checking

Google-54 amendment

1,020.00

**STRAUB & POKOTYLO**

Director of US Patent & Trademark Office

8/9/2006

4631

Google-54 amendment, 3 mo ext of time

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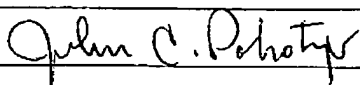
012/040

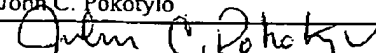
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Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  
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<h1 style="text-align: center;">TRANSMITTAL FORM</h1> <p style="text-align: center;">(to be used for all correspondence after initial filing)</p>		Application Number	10/634,501
		Filing Date	August 5, 2003
		First Named Inventor	Darrell ANDERSON
		Group Art Unit	2168
		Examiner Name	Samuel G. Rimell
Total Number of Pages in This Submission		Attorney Docket Number	Google-54 (GP-064-06-US)

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below): _____
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	August 10, 2006

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: August 10, 2006			
Typed or printed name	John C. Pokotylo		
Signature		Date	August 10, 2006

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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# FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 1,020.00)

## Complete if Known

Application Number 10/634,501  
Filing Date August 5, 2003  
First Named Inventor Darrell ANDERSON  
Examiner Name Samuel G. Rimell  
Art Unit 2168  
Attorney Docket No. Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number  
Deposit Account Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below  
☒ Charge any additional fee(s) due in connection with the filing submitted herewith  
☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1000	500	Utility fee	
430	215	Design fee	
660	330	Plant fee	
1400	700	Reissue fee	
200	100	Provisional fee	
SUBTOTAL (1)			(\$ 00.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims 82 - 82\*\* = 0 X 50.00 = 00.00  
Independent Claims 4 - 4\*\* = 0 X 200.00 = 00.00  
Multiple Dependent Claims

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	**Reissue independent claims over original patent
1205	50	2205	25	**Reissue claims in excess of 20 and over original patent

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051 130		2051 85		Surcharge - late filing fee or oath	
1052 50		2052 25		Surcharge - late provisional filing fee or cover sheet	
1053 130		1053 130		Non-English specification	
1812 2,520		1812 2,520		For filing a request for ex parte reexamination	
1804 920*		1804 920*		Requesting publication of SIR prior to Examiner action	
1805 1,840*		1805 1,840*		Requesting publication of SIR after Examiner action	
1251 120		2251 60		Extension for reply within first month	
1252 450		2252 225		Extension for reply within second month	
1253 1,020		2253 510		Extension for reply within third month	1,020.00
1254 1,590		2254 795		Extension for reply within fourth month	
1255 2,160		2255 1,080		Extension for reply within fifth month	
1401 500		2401 250		Notice of Appeal	
1402 500		2402 250		Filing a brief in support of an appeal	
1403 1,000		2403 500		Request for oral hearing	
1451 1,510		1451 1,510		Petition to institute a public use proceeding	
1452 500		2452 250		Petition to revive - unavoidable	
1453 1,500		2453 750		Petition to revive - unintentional	
1501 1,400		2501 700		Utility issue fee (or reissue)	
1502 800		2502 400		Design issue fee	
1503 1,100		2503 550		Plant issue fee	
Petitions to the Commissioner - check fee sheet					
1807 50		1807 50		Processing fee under 37 CFR 1.17(c)	
1806 180		1806 180		Submission of Information Disclosure Stmt	
8021 40		8021 40		Recording each patent assignment per property (times number of properties)	
1809 790		2809 395		Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790		2810 395		For each additional invention to be examined (37 CFR 1.129(b))	
1801 790		2801 395		Request for Continued Examination (RCE)	
1802 900		1802 900		Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 1,020.00)

## SUBMITTED BY

(Complete if applicable)

Name (Print/Type) John C. Pokotylo Registration No. 36,242 Telephone (732) 542-9070  
Signature [Signature] Date August 10, 2006

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Effective 12/08/2004. Patent fees are subject to annual revision.

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TOTAL AMOUNT OF PAYMENT (\$ 1,020.00)

## Complete if Known

Application Number	10/634,501
Filing Date	August 5, 2003
First Named Inventor	Darrell ANDERSON
Examiner Name	Samuel G. Rimell
Art Unit	2168
Attorney Docket No.	Google-54 (GP-064-06-US)

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number  
Deposit Account Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below  
☒ Charge any additional fee(s) due in connection with the filing submitted herewith  
☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

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200	100	Provisional fee	
SUBTOTAL (1)			(\$ 00.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	82	- 82** =	0	X	50.00	=	00.00
Independent Claims	4	- 4** =	0	X	200.00	=	00.00
Multiple Dependent							

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description
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1201 200	2201 100	Independent claims in excess of 3
1203 360	2203 180	Multiple dependent claim, if not paid
1204 200	2204 100	**Reissue independent claims over original patent
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		(\$ 00.00)

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
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1453 1,500	2453 750	Petition to revive - unintentional	
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1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
* Reduced by Basic Filing Fee Paid			
SUBTOTAL (3)			(\$ 1,020.00)

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	August 10, 2006		

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MAY 20 2008

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicant: Darrell ANDERSON, et. al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH  
CLIENT-SIDE DEVICE SUPPORT

Examiner: Samuel G. Rimell

Group Art Unit: 2168

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

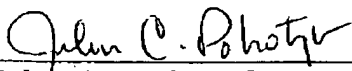
Sir:

REQUEST FOR A THREE (3) MONTH EXTENSION OF TIME

In response to the Office Action mailed on February 10, 2006, which set a time for response to expire on May 10, 2006, please extend that period three (3) months to expire on August 10, 2006. The fee of \$ 1,020.00 has been included with the check filed herewith.

Respectfully submitted,

August 10, 2006

  
\_\_\_\_\_  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

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STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on August 10, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

  
John C. Pokotylo

36,242  
Reg. No.